

Middlemen help manufacturers reach many buyers

While the typical consumer wants a variety of products, the typical producer specializes by product, resulting in a "discrepancy of assortment." This discrepancy exists when the line a producer manufactures and the assortment demanded by users differs.

As mentioned last week, a discrepancy of quantity refers to the difference between the quantity of goods produced by a company and the quantity demanded by the consumer.

In both situations, retail and wholesale "middlemen" may be used to adjust these discrepancies so as to create optimum channels of distribution.

WHEN DISCREPANCY of assortment occurs, retail and wholesale "channel specialists" assemble products.

uct assortments for their targeted customer markets).

As an example, retailers offering an assortment of products that sell extremely well among consumers can significantly affect their wholesalers' product mix offered to competing retail outlets.

In this case, a wholesaler's assortment would be developed based on what his or her key retail customers are consistently ordering over time.

The wholesalers, in turn, while assembling attractive size orders for their manufacturers, are also able to run profitable businesses because of the large total sales volumes they

get by selling for many manufacturers.

RETAILERS AND wholesalers working to overcome production output and demand-related discrepancies are channel specialists. They will conduct a series of regrouping

focus: small business



Mary DiPaolo

activities in order to adjust the quantities or assortments of goods handled at all levels in a channel of distribution. Regrouping activities include the accumulation, allocation and sorting processes.

The accumulation process involves collecting products from

many small producers and is common for agricultural products that are typically produced in small quantities. Accumulating larger quantities is needed so the products can be handled economically further along in the channel.

THE ALLOCATION process involves breaking bulk — or breaking truckload shipments into small quantities as goods get closer to the final market. The process may involve several middlemen including both retail and wholesale channel specialists.

The sorting-out process means

grading or sorting products to satisfy different target customer markets; the assorting process puts together a variety of products to give a target market what it wants. An electrical goods wholesaler, for example, may take on a line of lawnmowers or garden supplies for the convenience of hardware-retail customers.

Mary DiPaolo is the owner of MarkeTrends, a Farmington Hills-based business consulting firm. She is also producer and host of the cable television series, "Chamber Perspectives."

datebook

● RUN A BUSINESS

Thursday, Sept. 8 — "How to Run a Successful Small Business" course begins at 7 p.m. Information: 683-2160. Sponsors: Small Business Management Schools, Michigan State University school of business.

● ACCOUNTANTS GUILD

Thursday, Sept. 8 — Accountants Guild of Metropolitan Detroit meets in Birmingham. Information: 559-1919.

● GRE PREPARATION

Saturdays, Sept. 10 through Oct. 1 — Graduate Record Examination preparation workshops offered beginning at 9 a.m. in Rochester. Fee: \$125. Optional math refresher: \$45. Information: 370-3120. Sponsor: Oakland University.

● GMAT PREPARATION

Saturdays, Sept. 10 through Oct. 8 — Graduate Management Admissions Test preparation workshops offered beginning at 9 a.m. in Rochester. Fee: \$150. Optional math refresher: \$45. Information: 370-3120. Sponsor: Oakland University.

● ENTREPRENEUR WORKSHOP

Monday, Sept. 12 — "Whole-Brain Entrepreneurship" begins at 7 p.m. in Troy. Fee: \$50. Information: Start A Business Store, 649-8646.

● LSAT WORKSHOPS

Mondays and Wednesdays, Sept. 12-28 — Law School Admission Test preparation workshops offered 6:30-9:30 p.m. in Rochester. Fee: \$165. Information: 370-3120. Sponsor: Oakland University.

● BIRMINGHAM CHAMBER

Tuesday, Sept. 13 — Birmingham Bloomfield Chamber of Commerce meets at 7:30 a.m. in Beverly Hills. Speaker: George Romney. Non-member fee: \$12. Information: 644-1700.

● ACCOUNTING EXAM

Tuesday, Sept. 13 — Waiver examinations for the accounting assistant program offered in Rochester. Fee: \$10 per examination. Information: 370-3120. Sponsor: Oakland University.

● LEGAL ASSISTANT

Tuesday, Sept. 13 — Personal Assessment Inventory required for entry into the legal assistant diploma program offered 7:30-9:30 p.m. in Rochester. Application fee: \$25. Information: 370-3120. Sponsor: Oakland University.

● ACCOUNTING ASSISTANT

Tuesday, Sept. 13 — Examinations to waive introductory accounting courses in accounting assistant diploma program begin at 6:30 p.m. in Rochester. Fee: \$10 per exam. Information: 370-3120. Sponsor: Oakland University.

● BLACK MBAs

Tuesday, Sept. 13 — National Black MBA Association meets in Detroit. Information: Belva Davis, 331-3507.

● CONTRACTING AND ENERGY

Tuesday, Sept. 13 — "Performance Contracting for Energy Services" offered all day in Troy. Fee: \$75. Information: Mary Kay Maas, 1 (517) 774-7137. Sponsor: Central Michigan University.

● WOMEN IN SALES

Tuesday, Sept. 13 — Professional Women in Sales meets in Bloomfield Hills. Information: 473-2253.

● CONSTRUCTION LUNCH

Tuesday, Sept. 13 — Engineering Society of Detroit construction lunch. Speaker: Doug Ross. Fee: \$22. Information: 832-5400.

● OPEN HOUSE

Wednesday, Sept. 14 — Upjohn HealthCare Services will hold an open house 3-8 p.m. in Suite 260, Vanguard Center Building, 23800 W. 10 Mile, Southfield. Upjohn HealthCare Services provides short- and long-term home care nursing as well as traditional nursing.

Sale

H A L F - Y E A R L Y

SAVE UP TO 70% STORE-WIDE

30" x 60" DESK.
New contemporary grey (50) Mfg list \$75.00
SALE \$49.50

GERBER BALANCE PLUS BOXED KNIFE SETS
Rated #1 by Consumer's Guide

3-PIECE SET
8" cooks 5" utility 4" paring 115.00 value
SALE \$64.95

2-PIECE SET
6" cooks 4" paring 76.00 value
SALE \$39.95

TOP GRAIN GENUINE LEATHER BRIEFCASE
Caravan Luxurious suede interior Deluxe
organizer Comp. lock 120.00 value
SALE \$9.95

KNEELING CHAIRS
A variety of fabrics and finishes
Some assembly req. Values to 101.95
SALE \$64.95

DANSK TEAKETTLE
Designed by Lorenzo Porcelli.
60.00 value
SALE \$39.95

DANSK MATADOR HURRICANE LAMP
26.00 value
SALE \$9.95

SPECTRA LTD. SIDE CHAIR
Grey, burgundy,
grey/taupe tweed
(100) Mfg list
to 115.00
SALE \$9.95

SPECTRA LTD. SWIVEL CHAIR
Matches side chair (100) Mfg list to 300.00
SALE \$69.50

BRAUN 12 CUP AROMATIC
COFFEEMAKER.
62.00 value
SALE \$38.95

BRAUN COFFEE MILL.
Black, white 28.00 value
SALE \$6.95

SHARP UX-80 FAX
MACHINE WITH TELEPHONE SET
Book copy. Enlarge/reduce. Half tone
transmission. Auto contrast control. Mfg
sug list 1,099.99
SALE \$299.99

ELECTRONICS DATASTOR 8000C
20 chn. 1GB 84 memory. Security
to message. alarms. Time-date
XMT 65.00
INTRODUCTORY PRICE \$39.99

STEELCASE 2 AND 5 DRAWER
LATERAL FILES.
Assorted colors
2 drawer (15) 459.00 value
SALE \$299.50
5 drawer (30) 954.00 value
SALE \$619.50

COMPUTER DESK.
With keyboard platform, paper shelf & monitor
stand. Grey or white. Some assembly req.
Sug. list \$247.50
SALE \$209.50

BRAUN DELUXE HANDBLENDER.
Variable speed. With whisk, beaker & wall hanger.
53.00 value
SALE \$32.95

"EVERYDAY"
CHAIR.
Ergonomic design.
Burgundy charcoal (30)
Values to 199.50
SALE \$19.50

BRAUN 12 CUP AROMATIC
COFFEEMAKER.
62.00 value
SALE \$38.95

BRAUN COFFEE MILL.
Black, white 28.00 value
SALE \$6.95

SHARP UX-80 FAX
MACHINE WITH TELEPHONE SET
Book copy. Enlarge/reduce. Half tone
transmission. Auto contrast control. Mfg
sug list 1,099.99
SALE \$299.99

ELECTRONICS DATASTOR 8000C
20 chn. 1GB 84 memory. Security
to message. alarms. Time-date
XMT 65.00
INTRODUCTORY PRICE \$39.99

STEELCASE 2 AND 5 DRAWER
LATERAL FILES.
Assorted colors
2 drawer (15) 459.00 value
SALE \$299.50
5 drawer (30) 954.00 value
SALE \$619.50

COMPUTER DESK.
With keyboard platform, paper shelf & monitor
stand. Grey or white. Some assembly req.
Sug. list \$247.50
SALE \$209.50

BRAUN DELUXE HANDBLENDER.
Variable speed. With whisk, beaker & wall hanger.
53.00 value
SALE \$32.95

"EVERYDAY"
CHAIR.
Ergonomic design.
Burgundy charcoal (30)
Values to 199.50
SALE \$19.50

Silver's

151 W. Fort at Shelby, Detroit - 963-0000
Jefferson Mall, Southfield - 556-0000
Brimwood Mall, Ann Arbor - 662-1400

NOTE: Office merchandise excluded unless otherwise noted.
[] indicates total number of items of stock.
Excludes items that may have been taken on some merchandise.
All merchandise subject to price sale.